TOBACCO INDUSTRY RESEARCH COMMITTEE

150 East Forty Second Street New York 17, N. Y.

Application for Research Grant #237A

Date: May 14, 1959

1. Name of Investigator: Dr. George B. Vetter, Professor of Psychology, N.Y.U.
Dr. Thomas N. Jenkins, Professor Emeritus of Psychology, N.Y.U.

2. Title: Dr. George B. Vetter, Project Administrator
Dr. Thomas N. Jenkins, Research Director

3. Institution & Address: New York University
New York 3, N. Y.

4. Project or Subject: Project No. 1: To determine the relationships between smoking habits and 131 primary personality qualities and basic personality syndromes. To find the differentiating personality traits of heavy, light and non-smokers, using the Jenkins global personality test, as a preliminary step in ascertaining whether biochemical individuality and its personality correlates are more or less important than smoking as predictors of morbidity rates or possibly even smoking habits.

5. Detailed Plan of Procedure:

A common fallacy is the assumption that correlation indicates a causal relationship. For this reason, specialists in research design repeatedly emphasize the fact that relationships are not necessarily causal. For instance, a correlation between smoking habits and heart disease does not show that smoking is the cause. It also would be erroneous to conclude that a predisposition for heart disease is the cause of heavy smoking. Again, suppose smoking habits are definitely related to personality patterns. It obviously would be erroneous to conclude that smoking is the cause of the personality pattern. In fact, we would be more likely to conclude that the personality pattern accounts to some extent for the heavy use of tobacco.

In recent years, evidence has been accumulating to support the view that basic personality traits are closely related to biochemical or humoral conditions in the body. There is also evidence that there is a causal relationship between basic personality variates and such biochemical conditions. Likewise, there is an important body of facts which suggest that biochemical conditions are causally related to cancer incidence.

Recently, Friedman and Rosenman (J. Am. Med. Assoc., March 21, 1959) showed that there may be significant relationships between overt behavior patterns and certain circulatory diseases (coronary disease and arcus senilis). But they also noted that the intense, goal-directed group of subjects, on the average, were the heavier cigarette smokers. Here again one might erroneously conclude that smoking is the cause of such circulatory diseases. But a careful analysis of the data for this sample indicated that tobacco consumption could not be the cause of coronary disease. "The data suggest that excessive smoking may be a characteristic of the overt behavior" of this sample, "but not a causal agent of the high incidence of cardiac disease found characteristic" of this behavior pattern.

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There may be a significant, non-causal relationship between smoking habits and cancer incidence. But there may be an even more significant, and possibly causal, relationship between smoking habits and personality patterns. The preliminary purpose of our research program is to pinpoint the relationships which exist between smoking habits and primary personality traits. The global test of personality developed at New York University during the past 17 years furnishes measures of 131 primary personality qualities. Recently, scoring procedures were developed to obtain objective measures of the adrenergic and cholinergic syndromes which were factorially isolated by Jenkins (The neutral theory of personality, etc., Trans. N. Y. Acad. Sci., 1955, 17, 315-330).

PLAN OF RESEARCH PROCEDURE FOR PROJECT NO. 1

We will establish contact with as many as possible of 337 students already tested extensively and intensively with a variety of personality measures, including the Jenkins global test. The scoring of the tests taken by these students will be rechecked for accuracy. The smoking habits of these students will be recorded, both as of the present, and their recall in regard to their smoking habits at the time the tests were taken. These subjects will be classified on the basis of their smoking patterns, and the scores of the resultant groups compared on all test and personality trait scores.

6. Budget Plan:

Salaries	5,416.90
Expendable Supplies	2,235.00
Permanent Equipment	
Overhead (15%)	1,147.79
Other	
Total	$8,799.69

7. Anticipated Duration of Work: Three months.

8. Facilities and Staff Available: Everything necessary to start immediately.

9. Additional Requirements:

10. Additional Information (Including relation of work to other projects and other sources of supply):

Signature George B. Vetter
Thomas N. Jenkins
Directors of Project

Sidney G. Roth
Coordinator of Research Services

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RESEARCH PROJECT #1

Survey and Retest of former Students.
(Budget of costs in addition to those in Program #1.)

Salaries:	
Professor Thomas N. Jenkins (3 months)	3,000.00
Professor Geo. B. Vetter "	500.00
Statistical and clerical assistants (3 months)	1,736.00
OASI & TIAA payments	180.90
Total	$5,416.90
Expendable Supplies:	
Payments to test subjects (300 at $5.00 each)	1,500.00
Personality test forms, rating scales, etc.	435.00
Rental: IBM Punch, Sorter, Verifier	300.00
Total	$2,235.00
University Overhead (15%)	1,147.79
GRAND TOTAL	$8,799.69

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